

**RFP-4-58**  
**SECTION ONE**  
**GENERAL INFORMATION AND REQUESTED PRODUCTS/SERVICES**

**1.1 INTRODUCTION**

The Indiana Department of Administration (IDOA), acting on behalf of the Indiana Department of Education (IDOE), requires a statewide public awareness campaign to publicize K-12 education issues and opportunities in Indiana. Deliverables for the campaign will include public service announcements (radio and television), billboards, and additional products in other media formats deemed appropriate or necessary to effectively implement the campaign (i.e. posters, informational brochures, CD-ROMs, Web site content, etc.). It is the intent of IDOA to solicit responses to this Request for Proposals (RFP) in accordance with the statement of work, proposal preparation section, and specifications contained in this document.

**1.2 DEFINITIONS AND ABBREVIATIONS**

Following are explanations of terms and abbreviations appearing throughout this RFP. Other special terms may be used in the RFP, but they are more localized and defined where they appear, rather than in the following list.

Acceptance	The designated period following completion of the public relations campaign. During the acceptance period, the State will evaluate all features and performance of the public relations campaign.
Core 40	Indiana's recommended high school curriculum for all students, <a href="http://www.doe.state.in.us/core40">www.doe.state.in.us/core40</a>
GQE	Indiana Graduation Qualifying Exam
IAC	The Indiana Administrative Code
IC	The Indiana Code
IDOE	Indiana Department of Education
IDOE Web Site	<a href="http://www.doe.state.in.us">www.doe.state.in.us</a> .
Implementation	The successful installation of the public awareness campaign as specified in the contract resulting from this RFP.
Installation	The delivery and physical setup of products or services requested in this RFP.
ISTEP+	Indiana Statewide Testing for Educational Progress–Plus ( <a href="http://www.doe.state.in.us/istep">www.doe.state.in.us/istep</a> ).
NCLB	No Child Left Behind Act 2001; Federal K-12 education reform legislation
PL 221	Public Law 221; Legislation enacted by the Indiana General Assembly in 1999 that created Indiana's School Accountability System.

Products	Tangible goods or manufactured items as specified in this RFP.
Proposal	An offer as defined in IC 5-22-2-17.
Respondent	An offeror or as defined in IC 5-22-2-18.
Services	Work to be performed as specified in this RFP.
Standards	Indiana's Academic Standards ( <a href="http://www.doe.state.in.us/standards">www.doe.state.in.us/standards</a> ).
State agency	An office of the Executive Branch of the government of the State of Indiana.
Vendor	Any successful respondent selected as a result of the procurement process to deliver the products and services requested by this RFP.

### 1.3 PURPOSE OF THE RFP

Respondents to this RFP must provide the State with proposals outlining the theme and costs for a multi-year statewide public awareness campaign designed to publicize issues and opportunities significant to Indiana's K-12 education system. In addition to the development of a theme for the campaign, deliverables will include public service announcements (radio and television), billboards, and additional products in other media formats deemed appropriate or necessary to effectively implement the campaign (i.e. posters, informational brochures, CD-ROMs, Web site content, etc.).

Over the last several years, Indiana has made substantial progress in K-12 educational reform. Indiana's academic standards have been raised and are now ranked among the very best in the nation; more rigorous statewide assessments (ISTEP+) and passing scores have been developed to measure student achievement against the standards. Targeted resources to assist teachers with aligning instruction to the new standards have been developed and distributed. New accountability measures are being implemented at the state (Public Law 221-1999) and federal levels (No Child Left Behind Act 2001) to ensure schools continue to improve, and relevant and extensive data on school performance is being made more readily available to educators, parents, and policymakers through the Accountability System for Academic Progress Web site (or ASAP), [www.doe.state.in.us/asap](http://www.doe.state.in.us/asap).

However, as indicated by a recent public opinion survey conducted by the Center for Evaluation and Education Policy Center at Indiana University, many Indiana residents are unfamiliar with these and other initiatives that have been implemented by the state and local governments to improve education and increase accountability in Indiana. The report further indicates that slightly more than half of Indiana residents have positive attitudes about public education in this state.

As the State works toward the overall goal of providing every student with a strong academic foundation in preparation for success in higher education, workforce, and in life, the Indiana Department of Education seeks to better inform the public about key educational reform issues in Indiana and opportunities for improving student achievement in Indiana.

The public awareness campaign will require the development of targeted messages and actionable strategies at key transition points in each level of the state's K-12 education system: Elementary (K-5), Middle (6-8), and High School (9-12). The specific message (and messenger) for each of these audiences may vary, but the campaign must maintain a cohesive theme that effectively bridges the gaps between these levels of the education system, and the overall message should be straightforward, easily understood, and memorable.

Though the primary target audience for this campaign will be students, parents, and school communities, the message should resonate with the general public as well. Even individuals without school-age children must recognize that, now more than ever, Indiana's economic vitality depends on an educated workforce.

#### 1.4 SCOPE OF THE RFP

This document contains the following information that may be useful to anyone wishing to submit a proposal:

Section One – A description of many factors affecting the proposal process and procedures.

Section Two – A description of the required format and subject content of any acceptable proposals offered in response to this document.

Section Three – A general discussion of the method that will be used by an evaluation team in selecting a respondent to recommend to State officials with whom to enter contract negotiations.

Attachments – Details supporting this basic RFP document.

#### 1.5 ISSUING OFFICE

In accordance with Indiana statute, IDOA has issued this RFP on behalf of IDOE. The content has been prepared by the staff of IDOE and others. This RFP is being posted to the State of Indiana website ([www.in.gov/idoa/proc](http://www.in.gov/idoa/proc)). One copy of this RFP may be provided free of charge. A nominal fee will be charged for providing additional copies.

#### 1.6 DUE DATE FOR PROPOSALS AND QUESTIONS

All proposals must be received at the address below by the Procurement Division no later than **3 p.m. Eastern Standard Time on July 27, 2004**. Each respondent must submit one original (marked "Original") and two (2) complete copies of the proposal, including the transmittal letter and other related documentation as required in this RFP. A complete copy of the proposal must be provided on a 3 ½" diskette and on CD-ROM size 650. No more than one proposal per respondent should be submitted. Each copy of the proposal must follow the format indicated in Section Two of this document. Unnecessarily elaborate brochures or other presentations, beyond that sufficient to present a complete and effective proposal, are not desired. All proposals must be addressed to:

James Osborne  
Procurement Division  
Indiana Department of Administration  
402 West Washington Street, W468  
Indianapolis, IN 46204

All proposal packages must be clearly marked on page one with the RFP number, due date, and time due. Any proposal received by the Procurement Division after the due date and time will not be considered. Any late proposals will be returned, unopened, to the respondent upon request. All rejected proposals not claimed within 30 days of the proposal due date will be destroyed.

The State of Indiana accepts no obligations for costs incurred by respondents in anticipation of being awarded a contract.

**All proposals submitted to the State should be double-sided and printed on 30% post-consumer recycled content paper or tree-free paper. When possible, soy ink should be used.**

**Caution to respondents about shipping/mailing:** United States Postal Express and Certified Mail are both delivered to the Central Government Center Mailroom and not directly to the designated department. It is the responsibility of the respondent to make sure that solicitation responses are received by the Procurement Division on or before the designated time and date.

All questions regarding this RFP must be submitted in writing to the above address no later than **3 p.m. Eastern Standard Time on July 6, 2004**. Inquiries may also be submitted via fax (**317-234-1281**) or email [rfp@idoa.state.in.us](mailto:rfp@idoa.state.in.us) and must be received by IDOA by the time and date indicated above. Questions submitted after 3 p.m. may not be considered. IDOA reserves the right to judge whether any questions should be answered in writing, and copies will be placed on the Procurement page on the State's web site for downloading, distributed to all prospective respondents who are known to have received a copy of the original RFP, or both. Only answers signed by the Director of the Procurement Division or designee or posted on the State's web site will be considered official and valid by the State. No negotiations, decisions, or actions shall be initiated by any respondent as a result of any verbal discussion with any State employee.

Inquiries are not to be directed to any staff member of IDOE. Such action may disqualify respondent from further consideration for a contract as a result of this RFP.

#### 1.7 PRE-PROPOSAL CONFERENCE

It is the decision of the State that no pre-proposal conference is required for this RFP.

#### 1.8 MODIFICATION OR WITHDRAWAL OF OFFERS

Responses to this RFP may be modified or withdrawn in writing or by fax notice received prior to the exact hour and date specified for receipt of proposals. The respondent's authorized representative may also withdraw the proposal in person, providing his or her identity is made known and he or she signs a receipt for the proposal. Proposals may not be withdrawn after the proposal due date and time has passed.

Modification to or withdrawal of a proposal received by the Procurement Division after the exact hour and date specified for receipt of proposals will not be considered. If it becomes necessary to revise any part of this RFP or if additional data are necessary for an exact interpretation of provisions of this RFP prior to the due date for proposals, a supplement will be posted by the Procurement Division to the State of Indiana website. If such addenda issuance is necessary, IDOA reserves the right to extend the due date and time of proposals to accommodate such interpretations or additional data requirements.

#### 1.9 PRICING

IDOA requests the pricing associated with this RFP be a firm proposal price that must remain open and in effect for a period of not less than 180 days from the proposal due date. Respondents must submit the most cost effective proposal possible to help DOE reach their goals and objectives using each type of deliverable listed below. The proposed total cost must be inclusive of all factors needed to carry out the project, including personnel/contracted services; all other direct costs; materials, supplies and equipment; and indirect costs.

In addition to the development of a theme for the campaign, deliverables will include public service announcements (radio and television), outdoor displays (billboards and transport), posters, informational

brochures, CD-ROMs, related web site content, and additional products in other media formats the provider deems appropriate or necessary to effectively implement the campaign.

Respondents must submit a price proposal that includes all technical requirements and desired deliverables listed within the Technical Requirements (section 2.4) and RFP. The number of each type of deliverable, implementation schedule, theme design, and all other factors and costs related to the requested services are to be accounted for in each respondent's price proposal.

#### 1.10 DISCUSSION FORMAT

The State reserves the right to conduct discussions, either oral or written, with those respondents determined by the State to be reasonably viable to being selected for award. If discussions are held, the State may request best and final offers. IDOA Procurement will schedule all discussions. Any information gathered through oral discussions should be confirmed in writing.

The request for best and final offers may include:

- Notice that discussions are concluded.
- Notice that this is the opportunity to submit written best and final offers.
- Notice of the date and time for submission of the best and final offer.
- Notice that if any modification is submitted, it must be received by the date and time specified or it will not be considered.
- Notice of any changes in the State's requirements.

The State reserves the right to reject any or all proposals received or to award, without discussions or clarifications, a contract on the basis of initial proposals received. Therefore, each proposal should contain the respondent's best terms from a price and technical standpoint. The State reserves the right to reopen discussions after receipt of best and final offers if it is clearly in the State's best interest to do so and the Director of the Procurement Division or designee makes a written determination of that fact. If discussions are reopened, the State may issue an additional request for best and final offers from all respondents determined by the State to be reasonably susceptible to being selected for award.

Following evaluation of the best and final offers, the State may select for negotiations the offers that are most advantageous to the State, considering price or cost and the evaluation factors in the RFP.

The State also reserves the right to conduct clarifications to resolve minor issues. If only clarifications are sought, best and final offers may not be requested. The State retains sole authority to determine whether contact with respondents is for clarification or discussion.

#### 1.11 CONTRACT NEGOTIATIONS

After recommendation of a selected respondent by appropriate officials of the State, contract negotiations will commence. The contract will be based primarily on the required clauses of the State as indicated in the State contract as appears in Attachment B of this document; secondly, on those required clauses by the respondent that are acceptable to the State; and, additionally, on any desirable clauses that either party would like to incorporate into the contract. If at any time contract negotiation activities are judged to be ineffective by the Commissioner of IDOA or designee, IDOA will cease all activities with that respondent and begin contract negotiations with the next highest ranked respondent. This process may continue until either both the respondent and the State of Indiana execute a completed contract or IDOA determines that no acceptable alternative proposal exists.

#### 1.12 REFERENCE SITE VISITS

The State may request a site visit to a respondent's working support center to aid in the evaluation of the respondent's proposal.

#### 1.13 TYPE AND TERM OF CONTRACT

The State of Indiana intends to sign a contract with one or more respondent(s) to provide the complete set of products and services listed in this RFP. The State will not entertain joint bids.

The term of this contract shall be for a period beginning January 10, 2005 and ending June 30, 2006. Following a State review of the campaign, the term of the contract may be extended through June 30, 2007 at the State's option.

#### 1.14 CONTRACT OBLIGATIONS

Attachment B of this document is the form of the expected contract resulting from this RFP. Although the State anticipates that any respondent submitting a proposal will provide the major portion of the products and services as requested, subcontracting by the respondent is acceptable in performing the requirements of this RFP. However, the respondent must obtain the approval of IDOA before subcontracting any portion of the project's requirements. The respondent is responsible for the performance of any obligations that may result from this RFP and shall not be relieved by the non-performance of any subcontractor. Any respondent's proposal must identify all subcontractors and outline the contractual relationship between the respondent and each subcontractor. Either a copy of the executed subcontract or a letter of agreement over the official signature of the firms involved must accompany each proposal. This RFP is subject to the Minority Business Enterprise Participation Plan. The requirements are explained elsewhere in the RFP.

Any subcontracts entered into by the respondent must be in compliance with all State of Indiana statutes and be subject to the provisions thereof. For each portion of the proposed products and services to be provided by a subcontractor, the technical proposal must include the identification of the functions to be provided by the subcontractor and the subcontractor's related qualifications and experience.

The combined qualifications and experience of the respondent and any or all subcontractors will be considered in the State's evaluation. The respondent must furnish information to the State as to the amount of the subcontract, the qualifications of the subcontractor for guaranteeing performance, and any other data that may be required by the State. All subcontracts held by the respondent must be made available upon request for inspection and examination by appropriate State officials and such relationships must meet with the approval of the State.

#### 1.15 CONFIDENTIAL INFORMATION

Respondents are advised that materials contained in proposals are subject to the Indiana Public Records Act, IC 5-14-3 *et seq.*, and, after the contract award, may be viewed and copied by any member of the public, including news agencies and competitors. Respondents claiming a statutory exception to the Indiana Public Records Act must place all confidential documents (including the requisite number of copies) in a sealed envelope clearly marked "Confidential" and must indicate in the transmittal letter and on the outside of that envelope that confidential materials are included. The respondent must also specify which statutory exception provision applies. The State reserves the right to make determinations of confidentiality. If the State does not agree that the information designated is confidential under one of the disclosure exceptions to the Indiana Public Records Act, it may either reject the proposal or discuss its interpretation of the allowable exceptions with the respondent. If agreement can be reached, the proposal

will be considered. If agreement cannot be reached, the State will remove the proposal from consideration for award and return the proposal to the respondent. The State will not determine prices to be confidential information.

#### 1.16 STATE OF INDIANA OBLIGATIONS

The State of Indiana accepts no obligations for costs incurred by respondents in anticipation of being awarded a contract.

The State of Indiana creates no obligation, expressed or implied, by issuing this RFP or by receipt of any responses submitted pursuant hereto. The award of any contract(s) as a result of this RFP shall be at the sole discretion of IDOE and IDOA. Neither this RFP nor any response (proposal) submitted hereto is to be construed as a legal offer.

#### 1.17 CONTRACT COMPONENTS

Any or all portions of this RFP and normally any or all portions of the respondent's response will be incorporated by reference as part of the final contract. Proprietary or confidential material submitted properly (see Section 1.15) will not be disclosed.

#### 1.18 PROPOSAL LIFE

All proposals made in response to this RFP must remain open and in effect for a period of not less than 180 days after the due date for proposals. Any proposal accepted by the State for the purpose of contract negotiations shall remain valid until superseded by a contract or until rejected by the State.

#### 1.19 TAXES

The State of Indiana is exempt from federal, state, and local taxes. The State will not be responsible for any taxes levied on the respondent as a result of the contract resulting from this RFP.

#### 1.20 SECRETARY OF STATE REGISTRATION

In accordance with IC 5-22-16-4, before an out-of-state respondent can do business with the State, the respondent must be registered with the Indiana Secretary of State. If an out-of-state respondent does not have such registration at present, the respondent should contact

Secretary of State of Indiana  
Corporation Division  
302 West Washington Street, E018  
Indianapolis, IN 46204  
(317) 232-6576

for the necessary application form. It is each respondent's responsibility to register prior to the initiation of any contract discussions.

#### 1.21 EQUAL OPPORTUNITY COMMITMENT

Pursuant to IC 4-13-16.5 and in accordance with 25 IAC 5-5-3, the Director of the Procurement Division of IDOA has determined that there is a reasonable expectation of minority and woman business enterprise participation in this contract. Therefore a contract goal of 3% minority business enterprise participation and 4% woman business enterprise participation has been established and all respondents will be expected to comply with the regulation set forth in 25 IAC 5-5-3.

Compliance with these regulations will be taken into consideration during the evaluation phase of the RFP process.

#### 1.22 MINORITY & WOMEN'S BUSINESS ENTERPRISE PARTICIPATION PLAN

In accordance with 25 IAC 5-1-8, The respondent must submit within the proposal a Minority and Women's Business Enterprise participation plan or make an application for waiver from the contract goal. Failure to provide the minority and women's business participation plan or to make an application for waiver of the participation goal at the time of proposal submission may result in the disqualification and rejection of the proposal. Please note that IDOA reserves the right to verify all information included on minority and women's business enterprise participation plans and applications for waiver from the contract goal before making final determinations of the respondent's responsiveness.

Additionally, the plan must show that there are racial minority owned enterprises and women owned enterprises participating in the contract. The participation can be, but is not limited to, a subcontractor or second tier participation with common suppliers such as office supplies, courier services and/or janitorial services. The respondent submitting an offer must indicate the name of the racial and women owned firms that will participate in the award, a contact name and phone number, the service to be supplied and the specific dollar amount from this contract that will be directed toward each firm.

A respondent can and must submit an application for a waiver if minority and women participation cannot be achieved. However, the respondent is expected to demonstrate a good faith effort to meet the participation goal of 3% for minority participation and 4% for women owned business participation. A good faith effort consists of documenting the effort that was made to achieve the goal. The same information supplied on the plan must be supplied on a waiver. (See above paragraph) Respondents are encouraged to contact and work with the Minority Business and Women's Enterprise Division of the Indiana Department of Administration to design a plan to meet established goals. The Minority Business and Women's Enterprise Division's website address is as follows: [www.in.gov/idoa/minority](http://www.in.gov/idoa/minority).

By submission of the proposal, the respondent thereby acknowledges and agrees to be bound by the regulatory processes involving the State of Indiana's Minority and Women's Business Enterprise Program. Questions involving the regulations governing the minority and women's business enterprise participation plan and the application for waiver from the contract goal should be directed to:

Minority Business and Women's Enterprise Division  
Indiana Department of Administration  
402 W. Washington St., Room W469  
Indianapolis, IN 46204  
(317) 233-6607

#### 1.23 U.S. MANUFACTURED

Each proposal must contain an explanation of what steps will be used to encourage the use of American-made products. The State does apply a U.S. Manufactured preference as set out in IC 5-22-15-21.

## 1.24 RECYCLED PRODUCTS

Each proposal should contain an explanation of what recycled materials are used and identify the recyclability of products offered in response to this RFP.

## 1.25 AMERICANS WITH DISABILITIES ACT

The respondent specifically agrees to comply with the provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 *et seq.* and 47 U.S.C. 225).

## 1.26 SUMMARY OF MILESTONES

The following timeline is only an illustration of the RFP process. The dates associated with each step are not to be considered verbatim. Due to the unpredictable nature of the evaluation period, these dates are commonly subject to change. At the conclusion of the evaluation process all respondents will be informed of the evaluation team's findings, according to the choice of notification they selected in Attachment C.

<u>ACTIVITY</u>	<u>COMPLETION DATE</u>
Respondent inquiry period ends	July 6, 2004
Final State responses to inquiries	July 13, 2004
Proposal submission date	July 27, 2004
Notice of discussions*	August 17, 2004
Discussions*	August 24, 2004
Request for best and final offers (BAFO)*	September 7, 2004
Receipt of best and final offers*	September 14, 2004
Proposal evaluation completed*	September 30, 2004
Recommendation to IDOA*	October 6, 2004
Notify selected respondent	October 15, 2004
Contract negotiations begin*	October 21, 2004
Contract negotiations end*	November 8, 2004
Negotiated contract readied*	November 12, 2004
Contract signed by respondent*	November 18, 2004
State review begins*	November 19, 2004
State review ends*	January 7, 2005
Receipt of State approval*	January 10, 2005

*\* These dates are subject to the determination of the need for discussions. If discussions are not required, the process could reach a completion date at least four weeks earlier than the listed date for contract signature.*

## 1.27 PROPOSAL AND PERFORMANCE BOND (25 IAC 1.1-1-5)

A proposal bond equivalent to 5% of the amount of the proposed yearly total cost is required to guarantee the financial stability of the company and to guarantee that the respondent is willing to sign a contract with the State. The original proposal bond must be included with the original proposal; photocopies of the bond are to be included in the copies of the proposal. Proposal bonds will be returned after the contract has been fully executed with the selected respondent or if it is necessary to cancel the procurement. Proposal bonds must be submitted in the form of a cashier's check, certified check, or surety bond. If the surety bond is executed, the surety company must be authorized to do business in the State of Indiana as approved by the Indiana Department of Insurance. This surety must be made payable to "Indiana

Department of Administration” and may be forfeited to the State if the selected respondent fails to enter into a contract with the State if selected by the State to do so. The proposal bond should be submitted to the following address:

James Osborne  
Procurement Division  
Indiana Department of Administration  
402 West Washington Street, W468  
Indianapolis, IN 46204

A respondent shall forfeit the proposal bond if the respondent is selected and fails to sign a contract within 14 days from receipt of a final contract document or the respondent is selected and cannot obtain the operational performance bond (if required) within 10 days of contract signing.

Either of the above time frames may be extended by IDOA.

A performance bond equivalent to 10% of the amount of the proposed yearly total cost will be required to guarantee the performance of the selected respondent after the contract is signed. The performance bond, which is due within 10 calendar days after the execution of the contract, must be made payable to “Indiana Department of Administration” and must be in the form of a certified check, cashier's check, or a bond acquired from a surety company registered with the Indiana Department of Insurance. The bond must remain in effect for the duration of the contract. Notwithstanding any other provisions relating to the beginning of the term, the contract shall not become effective until the performance bond required by the contract is delivered in the correct form and amount to IDOA. The performance bond should be submitted to the following address:

James Osborne  
Procurement Division  
Indiana Department of Administration  
402 West Washington Street, W468  
Indianapolis, IN 46204

Respondents wishing the return of a proposal or performance bond should attach a self-addressed envelope. The requested document will be returned as soon as possible after the award (proposal bond) or upon successful completion of the contract (performance bond). Bonds not claimed may be destroyed upon successful completion of the contract.

## SECTION TWO PROPOSAL PREPARATION INSTRUCTIONS

### 2.1 GENERAL

To facilitate the timely evaluation of proposals, a standard format for proposal submission has been developed and is documented in this section. All respondents are required to format their proposals in a manner consistent with the guidelines described below:

- Each item must be addressed in the respondent's proposal or the proposal may be rejected.
- The transmittal letter should be in the form of a letter. The business and technical proposals must be organized under the specific section titles as listed below.
- The State may, at its option, allow all respondents a five-calendar-day period to correct errors or omissions to their proposals. Should this necessity arise, the State will contact each respondent affected. Each respondent must submit written corrections to the proposal within five calendar days of notification. The intent of this option is to allow proposals with only minor errors or omissions to be corrected. Major errors or omissions, such as the failure to include prices, will not be considered by the State as a minor error or omission and may result in disqualification of the proposal from further evaluation.

### 2.2 TRANSMITTAL LETTER

The Transmittal Letter must address the following topics except those specifically identified as "optional."

#### 2.2.1 Summary of Ability and Desire to Supply the Required Products and Services

The transmittal letter must briefly summarize the respondent's ability to supply the requested products and services that meet the application requirements defined in Section Three of this RFP. The letter must also contain a statement indicating the respondent's willingness to provide the requested products and services subject to the terms and conditions set forth in the RFP including, but not limited to, the State's mandatory contract clauses and submission of a proposal bond equivalent to 5% of the amount of the proposed contract and a performance bond equivalent to 10% of the amount of the proposed contract.

#### 2.2.2 Signature of Authorized Representative

A person authorized to commit the respondent to its representations must sign the transmittal letter. Such person's authority to so act must be consistent with the information contained in Section 2.2.1 of this RFP. **In the transmittal letter please indicate the principal contact for the proposal along with an address, telephone, current email address, and fax number.**

#### 2.2.3 Respondent Notification Request

Attachment C provides respondents an opportunity to indicate the preferred method of notification of the vendor selection made for this solicitation. Unless otherwise indicated, respondents will be notified via e-mail. If there is no preference in this regard, Attachment C does not need to be submitted with the respondent's proposal and notification will be made by e-mail.

It is the respondent's obligation to notify the Procurement Division of any changes in address that may have occurred since the origination of this solicitation. The Procurement Division will not be held responsible for incorrect vendor/contractor addresses.

#### 2.2.4 Other Information

This item is optional. Any other information the respondent may wish to briefly summarize will be acceptable.

### 2.3 BUSINESS PROPOSAL

The Business Proposal must address the following topics except those specifically identified as "optional."

#### 2.3.1 General

This optional section of the business proposal may be used to introduce or summarize any information the respondent deems relevant or important to the State's successful acquisition of the products and services requested in this RFP.

#### 2.3.2 Respondent Company Structure

The legal form of the respondent's business organization, the state in which incorporated (if a corporation), the types of business ventures in which the organization is involved, and a chart of the organization are to be included in this section. If the organization includes more than one product division, the division responsible for the development and marketing of the requested products and services in the United States must be described in more detail than other components of the organization.

#### 2.3.3 Company Financial Information

This section must include the respondent's financial statement, such as an income statement or balance sheet, for each of the two most recently completed fiscal years. The financial statements must demonstrate the respondent's financial stability. If the organization includes more than one product division, separate financial statements must be provided for the division responsible for the development and marketing of the requested products and services.

#### 2.3.4 Integrity of Company Structure and Financial Reporting

This section must include a statement indicating that the CEO and/or CFO has taken personal responsibility for the thoroughness and correctness of any/all financial information supplied with this proposal. The particular areas of interest to the State in considering corporate responsibility, which are mandatory, include the following items: separation of audit functions from corporate boards and board members, if any, the manner in which the firm assures board integrity, the separation of audit functions and consulting services. The State of Indiana will consider the information offered in this section to determine the responsibility of the offeror per IC 5-22-16-1(d).

Federal law H.R. 3763, the “Sarbanes Oxley Act of 2002” is NOT directly applicable to this acquisition, however, its goals and objectives were used to develop our mandatory areas of interest.

#### 2.3.5 Facilities and Resources

The respondent should include information with regard to the organization’s resources that it deems advantageous to the successful provision of the requested products and services. This might include management capabilities and experience, technical resources, and operational resources not directly assigned to this project but available if needed.

#### 2.3.6 Required Contract Clauses

Indiana law requires the inclusion of certain language in all contracts. Also, the nature of the products and services requested in this RFP may present a need for the inclusion of certain commitments in any contract resulting from this RFP. Attachment B of this document contains a sample contract that could be similar to the one resulting from this RFP. Some clauses within the sample contract are mandatory and other clauses are desirable to the State. NOTE: Those clauses that are mandatory are as follows:

- Duties of contractor, rate of pay, and term of contract
- Conflict of Interest
- Drug-free workplace provision and certification
- Funding Cancellation
- Non-collusion and Acceptance
- Non-discrimination clause

Respondents should review these clauses in detail because a specific agreement to these clauses is required in the Transmittal Letter. If a respondent wishes to suggest alternative wording for one or more of these mandatory clauses without changing the intent, these suggestions may, at the respondent’s option, be documented in this section of the Business Proposal. The respondent’s suggested language will be considered by the State during the contract negotiation process. The State’s willingness to consider alternative language does not change the requirement that the respondent agree in the Transmittal Letter to the acceptance of the State mandatory clauses as written.

Attachment B also includes a number of desirable clauses that the State seeks to include in any contract resulting from this RFP but which it does not consider mandatory. For each of these desirable clauses, the respondent should either indicate that the desired clause is acceptable as worded; suggest specific alternative wording to address issues raised by the specific clause; or indicate the desired clause is unacceptable and state why. Any language required by a respondent that is unacceptable to the State may lead to the rejection of that respondent’s proposal.

#### 2.3.7 Pricing and Charges

The State requests the pricing associated with this RFP be a firm proposal price that must remain open and in effect for a period of not less than 180 days from the proposal due date as well as any extensions agreed to in the course of contract negotiations.

Respondents must submit the most cost effective proposal possible to help DOE reach their goals and objectives using each type of deliverable listed below. The proposed total cost must be inclusive of all factors needed to carry out the project, including personnel/contracted services; all other direct costs; materials, supplies and equipment; and indirect costs. In addition to the development of a theme for the campaign, deliverables will include public service announcements (radio and television), outdoor displays (billboards and transport), posters, informational brochures, CD-ROMs, related web site content, and additional products in other media formats the provider deems appropriate or necessary to effectively implement the campaign.

Respondents must submit a price proposal that includes all technical requirements and desired deliverables listed within the Technical Requirements (section 2.4) and RFP. The number of each type of deliverable, implementation schedule, theme design, and all other factors and costs related to the requested services are to be accounted for in each respondent's price proposal.

#### 2.3.8 References

The respondent should include a list of at least three (3) clients for whom the respondent has provided products and services that are the same or similar to those products and services requested in this RFP. Any State government for whom the respondent has provided these products and services should be included; also to be included should be clients with locations near Indianapolis, as site visits may be arranged. Information provided should include the name, address, and telephone number of the client facility and the name, title, and phone/fax numbers of a person who may be contacted for further information. The more similar the referenced products and services are to those requested in this RFP, the greater weight will be attached to the references in the State's evaluation process.

#### 2.3.9 Registration to do Business

Respondents proposing to provide the products and services required by this RFP are required to be registered to do business within the State by the Indiana Secretary of State. The address contact information for this office may be found in Section 1.20 of this RFP. This process must be concluded prior to contract negotiations with the State. It is the successful respondent's responsibility to complete the required registration with the Secretary of State. The respondent must indicate the status of registration, if applicable, in this section of the proposal.

#### 2.3.10 Authorizing Document

Respondent personnel signing the Transmittal Letter of the proposal must be legally authorized by the organization to commit the organization contractually. This section shall contain proof of such authority. A copy of corporate bylaws or a corporate resolution adopted by the board of directors indicating this authority will fulfill this requirement.

#### 2.3.11 Subcontractors

The respondent must list any subcontractor's name, address and state of incorporation that are proposed to be used in providing the required products and services. The

subcontractor's responsibilities under the proposal, anticipated dollar amount for subcontract, the subcontractor's form of organization, and an indication from the subcontractor of a willingness to carry out these responsibilities are to be included for each subcontractor. This assurance in no way relieves the respondent of any responsibilities in responding to this RFP or in completing the commitments documented in the proposal. The respondent must indicate which, if any, subcontractors qualify as a Minority or Women Owned Business under IC 4-13-16.5-1. See Section 1.22 and Attachment A for Minority and Women Business information.

#### 2.3.12 Respondent Contract Requirements

This section is optional. If the respondent wishes to include any language other than that discussed in the Business Proposal, this language should be included in this section. For each clause included in this section, the respondent should indicate that the clause is required by the respondent in any contract resulting from this RFP and why it is required (if the required clause is unacceptable to the State, the respondent's proposal may be considered unacceptable) or indicate that the clause is desired (but not required) by the respondent in any contract resulting from this RFP.

#### 2.3.13 Bonds

This section will indicate the respondent's inclusion of the mandatory proposal bond and ability to procure the mandatory performance bond. See Section 1.27 for details regarding proposal and performance bonds.

Notwithstanding any other provisions relating to the beginning of the term, any contract will not become effective until the performance bond, if required by the contract, is delivered in the correct form and amount to the address indicated in Section 1.27.

### 2.4 TECHNICAL PROPOSAL

The Technical Proposal must be divided into the sections as described below. Every point made in each section must be addressed in the order given. The same outline numbers must be used in the response. RFP language should not be repeated within the response. Where appropriate, supporting documentation may be referenced by a page and paragraph number. However, when this is done, the body of the technical proposal must contain a meaningful summary of the referenced material. The referenced document must be included as an appendix to the technical proposal with referenced sections clearly marked. If there are multiple references or multiple documents, these must be listed and organized for ease of use by the State.

#### 2.4.1 General Information

Respondent must provide the following general information:

- Respondent's name, address, telephone and fax number, and e-mail address.
- Provider's designated lead contact for the project.
- Name, address, and telephone number of three (3) references for which similar work has been completed.

#### 2.4.2 Executive Summary

Respondents' proposals should include an executive summary providing an overview of the respondent's qualifications and credentials and explaining why the provider is best suited to execute the public awareness campaign.

#### 2.4.3 Respondent Experience and Capacity

Respondent must demonstrate previous experience conducting similar public awareness and marketing projects and must be able to verify the capacity to deliver the products and services required by the project, including:

- Evidence of at least three (3) years experience in public relations/marketing.
- Evidence of sound fiscal administrative ability by submission of annual report and financial statements.
- Examples and descriptions of previously executed marketing and public awareness campaign(s) similar to the project at hand.
- Samples of deliverables from previous projects and campaigns.
- Identification of personnel, services, and products that provider can devote to the project.

#### 2.4.4 Campaign Theme Concept

Respondents' proposals must demonstrate a solid understanding of the purpose and goal of the public awareness campaign and provide a description of potential theme(s) and "look" for the campaign. Proposed theme(s) will be judged for quality and originality with the understanding that the provider will work with IDOE staff to revise and adjust the theme(s) as necessary. Provider's proposal must include:

- A detailed explanation of the rationale behind the proposed theme and justification of its effectiveness with the targeted audience. Though the primary target audience for this campaign will be students, parents, and school communities, the message should resonate with the general public as well.
- Agreement in writing that IDOE and the State of Indiana will retain the entire right, title, and interest in the theme and all materials produced for the campaign.

#### 2.4.5 Implementation Plan

Respondents must propose a detailed plan for implementing the components of the campaign within the constraints of the designated time period required by the campaign. The provider will be expected to work with IDOE staff to revise and adjust the implementation plan and schedule as necessary.

The implementation plan must include:

- Anticipated timeline for completion of the various project deliverables (as outlined in 2.4.6).
- Proposed implementation schedule for the campaign, beginning no later than February 2005 and ending June 30, 2007. Proposals should include a detailed implementation schedule for the first year of the campaign with a general outline for successive years.

#### 2.4.6 Cost

The respondent's proposal must include the total annual cost of the project and related products for the campaign. The proposed total cost should be inclusive of all direct and indirect costs needed to carry out the project, including personnel/contracted services, materials, supplies, and equipment.

Proposals should include costs of the following deliverables:

- Production of television public service announcement(s).
- Production of radio public service announcement(s).
- Design, production, and statewide distribution of approximately 200 billboards (80 percent English and 20 percent Spanish).
- Development and production of additional products in other media formats as provider deems appropriate/necessary to effectively implement the campaign (i.e. posters, informational brochures, CD-ROMs, Web site content, etc.).

## 2.5 MINORITY & WOMEN'S BUSINESS ENTERPRISE PARTICIPATION PLAN

A properly completed and signed MWBE Participation Plan or Waiver (Attachment A) must be included as part of the proposal. Respondents must indicate the name of the racial minority and woman owned firm(s) with which it will work; the contact name and phone number at the firm(s); the service supplied by the firm(s); and the specific dollar amount from this contract that will be directed toward each firm. If the above mentioned goals (1.21) can not be achieved by directing proceeds from this contract toward racial minority and woman owned enterprises, the respondent may demonstrate that an amount, equal to each of the above goals, of the firms overall annual proceeds (from all business) are directed to racial minority and/or woman owned enterprises. Please note: Respondents' claims for participation will be validated prior to contract award.

## **SECTION THREE PROPOSAL EVALUATION**

### **3.1 PROPOSAL EVALUATION PROCEDURE**

The State of Indiana has selected a group of personnel to act as a proposal evaluation team. Subgroups of this team, consisting of one or more team members, will be responsible for evaluating proposals with regard to compliance with RFP requirements. All evaluation personnel will use the evaluation criteria stated in Section 3.2.

The procedure for evaluating the proposals against the evaluation criteria will be as follows:

- 3.1.1 Each proposal will be evaluated for form on a pass/fail basis. Proposals that are incomplete or otherwise do not conform to proposal submission requirements will normally be eliminated from consideration. Respondents should note that agreement to the State's mandatory contract clauses is required in the Transmittal Letter and will be evaluated for such under the form category.
- 3.1.2 Each proposal will be evaluated on the basis of the categories included in Section 3.2. A point/percentage score will be established for each category.
- 3.1.3 If technical proposals are close to equal, greater weight could be given to price.
- 3.1.4 Based on the results of this evaluation, the qualifying proposal determined to be the most advantageous to the State, taking into account all of the evaluation factors, may be selected by IDOA and IDOE for further action, such as contract negotiations. If, however, IDOA and IDOE decide that no proposal is sufficiently advantageous to the State, the State may take whatever further action is deemed necessary to fulfill its needs. If, for any reason, a proposal is selected and it is not possible to consummate a contract with the respondent, IDOA may begin contract preparation with the next qualified respondent or determine that no such alternate proposal exists.

### **3.2 EVALUATION CRITERIA**

Proposals will be evaluated based upon the proven ability of the respondent to satisfy the requirements of the RFP in a cost-effective manner. Each of the evaluation criteria categories is described below with a brief explanation of the basis for evaluation in that category. The percentage of the total point score associated with each category is indicated following the category name.

- 3.2.1 Provider Experience and Capacity — (25%)  
Provider will be evaluated on its previous experience conducting similar public awareness and marketing projects and ability to verify the capacity to deliver the products and services required by the project.
- 3.2.2 Quality and Originality of Campaign Theme Concept — (25%)  
Provider's proposed theme(s) will be evaluated for quality and originality and relevance to the intended goal and target audience of the campaign.
- 3.2.3 Implementation Plan — (25%)

Provider will be evaluated for its capacity and strategy for delivering the products and services requested within the constraints of the designated time period required by the campaign.

3.2.4 Cost — (25%)

Proposal will be evaluated for the total annual cost of the project and products. The proposed total cost should be inclusive of all direct and indirect costs needed to carry out the project, including personnel/contracted services, materials, supplies, and equipment.

3.2.5 Minority Business Participation Plan (pass/fail)

All proposals will be reviewed by members of IDOE and IDOA. References may be contacted. It is possible that finalists will be interviewed by persons participating in the selection process. The Commissioner of IDOA or his designee will, in the exercise of his sole discretion, determine which proposals offer the best means of servicing the interests of the State. The exercise of this discretion will be final.